

Marketing and Advertising Committee Meeting Minutes

151 Martin Street, Conference Rooms 202 & 203

January 8, 2025, at 8:30 a.m.

In Attendance: J. Lundberg, Z. Kay, A. Pohlod, C. Quezada, S. Wolf
E. Bassett, S. Hunter

Absent: S. Eid, B. Bouscher, E. Miller, J. Sloan

Guests: A. Gill, SEEN Media Group

Approval of Minutes:

Motion by Kay seconded by Lundberg, to approve the minutes dated December 11, 2024. All ayes, motion approved.

Public Comment: None

SEEN Influencer Project Brainstorm:

Amy Gill with SEEN Media Group presented a list of 24 influencers for committee consideration. The influencers will focus on topics to increase awareness and visibility for business categories, and will also target increasing traffic to the website, and followers and engagement on social media platforms.

Bassett requested that each committee member review the list of influencers and provide feedback prior to the next committee meeting.

Website Update:

Bassett shared that the kick-off meeting with GeoCentric commenced and the team will meet bi-weekly. The redesign is expected to conclude in June 2025.

The domain name, Downtown Birmingham, was acquired and the committee will consider which current domain names should be renewed.

Style Guide:

The BSD team continues to update the BSD Brand Style Guide incrementally.

The meeting ended at 9:47 a.m.

NEXT MEETING: February 12, 2025, at 8:30 a.m.